

Form PTO-1449 (Rev. 2-32)		U.S. Department of Commerce Patent & Trademark Office		Atty. Docket No. APRE0003		Serial No. 10/767,191	
INFORMATION DISCLOSURE STATEMENT <i>(Use several sheets if necessary)</i>				Applicant Anthony Bruce			
				Filing Date January 30, 2004		Group 3629	
U.S. PATENT DOCUMENTS							
Examiner Initial		Document Number	Date	Name	Class	Sub- Class	Filing Date (if appropriate)
	*	5,613,217	3/1997	Hagstrom, et al.	455	67/11	
	*	4,972,504	11/1990	Daniel, et al.	705	10	
	*	5,138,638	8/1992	Ronald G. Frey	377	6	
	*	5,227,874	7/1993	Henry Von Kohorn	705	10	
	*	5,245,533	9/1993	Robert Marshall	705	10	
	*	5,315,093	5/1994	Roy A. Stewart	235	381	
	*	5,406,477	4/1995	John Harhen	703	6	
	*	5,692,107	11/1997	Simoudis, et al.	706	12	
	*	5,826,252	10/1998	Wolters, et al.	707	1	
	*	6,078,891	6/2000	Riordan, et al.	705	10	
	*	7,546,246	6/2009	Stamm, et al.	705	7	
	*	7,599,848	10/2009	Wefers, et al.	705	7	
	*	6,078,156	3/2004	M. Von Gonten	705	10	
	*	6,966,061	11/2005	Vance, et al.	718	100	
	*	6,970,830	11/2005	Samra, et al.	705	10	
	*	7,155,398	12/2006	Adam Thier	705	7	
EXAMINER				DATE CONSIDERED			
EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication.							

*Reference cited in related application (Application Serial No. 11/052,206), and not provided herewith.

U.S. PATENT DOCUMENTS CONT'D.							
	*	7,548,879	6/2009	Cash, et al.	705	35	
	*	6,484,158	11/2002	Johnson, et al.	705	36R	
	*	6,801,818	10/2004	Suzanne Kopcha	700	97	
	*	US-2001/0042003	11/2001	K. Tanaka	705	10	
	*	US-2002/0069099	6/2002	Knox, et al.	705	8	
	*	US-2003/0212584	11/2003	David Flores	705	7	
	*	US-2004/0143477	7/2004	Maryann Wolff	705	9	
	*	US-2004/0243485	12/2004	Borenstein, et al.	705	27	
	*	US-2004/0260624	12/2004	Chan, et al.	705	26	
	*	US-2005/0055275	3/2005	Newman, et al.	705	14	
	*	US2005-0108082	5/2005	David Jenkinson	705	10	
	*	US-2005/0200476	9/2005	Forr, et al.	340/539	13	
	*	US-2002/0133250	9/2002	Suzanne Kopcha	700	95	
	*	US-2002/0169665	11/2002	Hughes, et al.	705	14	
	*	US-2003/0018510	1/2003	Manuel Sanches	705	9	
	*	US-2003-0023841	1/2003	Atherton, et al.	713	1	
	*	US-2003/0046125	3/2003	David Flores	705	7	
	*	US-2003/0046126	3/2003	Flores, et al.	705	7	
	*	US-2003/0050830	3/2003	William Troyer	705	11	
EXAMINER				DATE CONSIDERED			
EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication.							

*Reference cited in related application (Application Serial No. 11/052,206), and not provided herewith.

U.S. PATENT DOCUMENTS CONT'D.							
	*	US-2003/0096782	4/2003	Chrisman, et al.	705	10	
	*	US-2003/0069659	4/2003	Wada, et al.	700	108	
	*	US-2003/0110080	6/2003	Tsutani, et al..	705	14	
	*	US-2003/0195793	10/2003	Jain, et al.	705	10	
	*	US-2004/0214071	10/2004	Luby, et al.	705	10	
	*	US-2006/0105775	5/2006	Von Kaenel, et al.	455/456	1	
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)							
	*	"An Application of Clustering for Strategic Group Analysis," Author: Kathryn Rudie Harrigan, Source: Strategic Management Journal, Vol. 6, No. 1 (January - March, 1985), pp. 55-73.					
	*	"Idea Management In a Shared Drawing Tool," Iva M. Lu and Marilyn M. Mantei, Proceedings of the Second European Conference on Computer-Supported Cooperative Work Bannon, L. Robinson, M. & Schmidt, K. (Editors), September 25-27, 1991, Amsterdam, The Netherlands					
	*	"A process for evaluating retail store efficiency: a restricted DEA approach," Thomas, Rhonda, R.; Barr, Richard S.; Cron, William L.; Slocum Jr., John W.; International Journal of Research in Marketing 15, (1998) pp. 487-503.					
	*	"Marketing's Contribution to the Implementation of Business Strategy: An Empirical Analysis," Author(s): Stanley F. Slater and Eric M. Olson Source: Strategic Management Journal, Vol. 22, No. 11 (Nov., 2001), pp. 1055-1067.					
	*	"What Have We Learned About Generic Competitive Strategy? A Meta-Analysis," Author(s): Colin Campbell-Hunt, Source: Strategic Management Journal, Vol. 21, No. 2 (February, 2000), pp. 127-154.					
EXAMINER				DATE CONSIDERED			
EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication.							

*Reference cited in related application (Application Serial No. 11/052,206), and not provided herewith.

OTHER DOCUMENTS CONT'D. (Including Author, Title, Date, Pertinent Pages, Etc.)	
*	"The New Product Development Process for Commercial Financial Services," Scott J. Edgett, Industrial Marketing Management 25, pp. 507-515 (1966).
*	"Cluster Analysis in Test Market Selection," Author(s): Paul E. Green, Ronald E. Frank, Patrick J. Robinson, Source: Management Science, Vol. 13, No. 8, Series B, Managerial (April 1967), pp. B387-B400.
*	"The short-term effect of store-level promotions on store choice, and the moderating role of individual variables", Pierre Volle, Journal of Business Research 53 (2001), pp. 63-73.
*	"An Empirical Analysis of Strategy Types," Author(s): Craig Galbraith and Dan Schendel, Source: Strategic Management Journal, Vol. 4, No. 2 (April - June 1983). pp. 153-173.
*	"Advertising Experiments at the Campbell Soup Company," Eastlack Jr., Joseph O.; Rao, Ambar G., Marketing Science, Vol. 8, No. 1 (Winter, 1989), pp. 57-71.
*	"New Product Models: Practice, Shortcomings and Desired Improvements," Vijay Mahajan, Jerry Wind, Journal of Product Innovation Management, 1992; 9:128-139.
*	"An Investigation into the New Product Process: Steps, Deficiencies, and Impact," Robert G. Cooper, Elko J. Kleinschmidt, Journal of Product Innovation Management, 1986, 3:71-85.
*	"Pre-Test-Market Models: Validation and Managerial Implications," Glen L. Urban; Gerald M. Katz, Journal of Marketing Research, Vol. 20, No. 3 (August 1983) pp. 221-234.
EXAMINER	
DATE CONSIDERED	
EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication.	

*Reference cited in related application (Application Serial No. 11/052,206), and not provided herewith.